

[CLIENT] - STRATEGIC MARKETING PLAN

DIRECT - TO - CONSUMER DIGITAL ENTERTAINMENT MEDIA

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PART 1 - BACKGROUND & PURPOSE

A. Executive Summary & Scope/Purpose of Marketing Plan

1.1 Executive Summary

[Client] provides family-friendly, humorous, personalized videos in DVD format to consumers, based on pre-determined “biographical” storylines. [Client] is the only company to offer this type of product, in this format to the adult consumer.

Starting with one storyline in late 2005, [Client] has continued to add a new storyline each year, and has experienced moderate growth. Currently with four titles, they have no immediate plans to increase the product line, and instead would like to focus on initiatives geared towards increasing awareness in the marketplace, as well as increasing sales.

The company’s marketing initiatives have been more focused online versus offline, including SEO, pay-per-click campaigns and gift (referral) websites. [Client] demographic data is minimal. There has been no concerted effort to target a particular market other than those purchasing “gifts/unique gifts” online. The company would like to explore the feasibility of alternative markets for the product as well as offline marketing initiatives if warranted.

1.2 PURPOSE OF MARKETING PLAN

[Client] goal is to triple their revenue on a sustaining basis in order to become profitable. They do not have any short-term plans to expand the product offering. The purpose of this marketing plan is to assist the company in broadening their market potential by identifying viable alternative audiences, as well as the most effective marketing methods and promotional channels to reach those audiences.

As gift season approaches, the marketing plan will provide the company with direction on how to maximize exposure in order to meet their revenue goals, while keeping in mind their specified monthly marketing/advertising budget.

PART II - SITUATIONAL ANALYSIS

C. [Client] Marketing Analysis

[Client] current marketing approach has been to concentrate on the online shopper. Their efforts have been heavily focused towards online initiatives, and although these have been relatively successful, they are not seeing a high ROI and substantial growth.

[Client] approach is broad, with no comprehensive or consistent efforts to target a segmented group of consumers (whether that's based on gender, age, geographically, etc...) or specific market and they are now interested in doing so moving forward. SEO and search engine focus has been on gifts, unique gifts and milestone birthdays and they have done well in this area.

[Client] surveys their customers to determine level of satisfaction with the product and service provided, however, no surveys have been done to gather demographic data on their customer base. Assumptions are made on their target audience profile.

[Client] has had some success with PR on a local level, where they were picked up by a couple of TV stations, but has not had much success outside their local market or on a national level.

One of the challenges in marketing a product such as [Client] is that it is hard to effectively describe without one seeing it. The company has done a good job of providing sample videos online, but having viewed a couple products in their entirety, the samples do not do it justice.

PART III - MARKETING STRATEGY & OBJECTIVES

A. Marketing Strategy

At the core of this marketing plan and the strategies outlined within it is the primary goal of increasing sales. In order to do this, we will provide a comprehensive plan looking at several angles, including programs to target and get in front of current customers, programs designed to bring in more dollars and capture demographic information on customers moving forward as well as identifying new markets and the most effective way to reach them. We will address both immediate (for the upcoming gift season) and future opportunities.

3.1 GOALS & OBJECTIVES

1. Segmentation & Integrated Marketing

agencyHARTWELL recommends that [Client] branch out from “umbrella” marketing to online shoppers as a whole and determine strategic markets to target.

agencyHARTWELL does not recommend abandoning search marketing, but segmenting it as well to create effective integrated (online and offline) marketing campaigns. Segmentation will bring in more qualified visitors to the [Client] site and ultimately increase the conversion rate.

Because of budget limitations, agencyHARTWELL recommends that [Client] initially test various markets by dividing budget between a couple key markets and measure the response to determine feasibility for future, more comprehensive marketing initiatives.